GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:1717
ANSWERED ON:26.07.2017
Soft Power Matrix
Birla Shri Om

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether the Government is working on any comprehensive and well-structured policy to delineate India's soft power resources and their articulation abroad;

(b) if so, the details thereof;

(c) whether the Government is also planning to come out with a 'soft power matrix' in order to measure the effectiveness of India's soft power; and

(d) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS
[GEN. (DR) V. K. SINGH (RETD)]

(a) & (b) Yes. The Government has a comprehensive and well structured policy to delineate India's soft power resources and their articulation abroad. This is done mainly through the Indian Council of Cultural Relations (ICCR), with its 36 cultural centers that support and promote India's rich artistic and cultural traditions through a range of activities, including Festivals of India abroad. Ministry of External Affairs also offers educational scholarships and promotes India's cultural heritage through a variety of programmes. We also provide technical assistance and capacity building inputs to partner countries through the Indian Technical and Economic Cooperation (ITEC) programme. We have further expanded the range of our soft power policy by deploying our resources to extend humanitarian assistance and disaster relief (HADR) to help mitigate the adverse impact of natural disasters.

(c) & (d) Yes. The Government is putting in place a soft power matrix to measure the effectiveness of our policies and this process is presently at the research stage.